

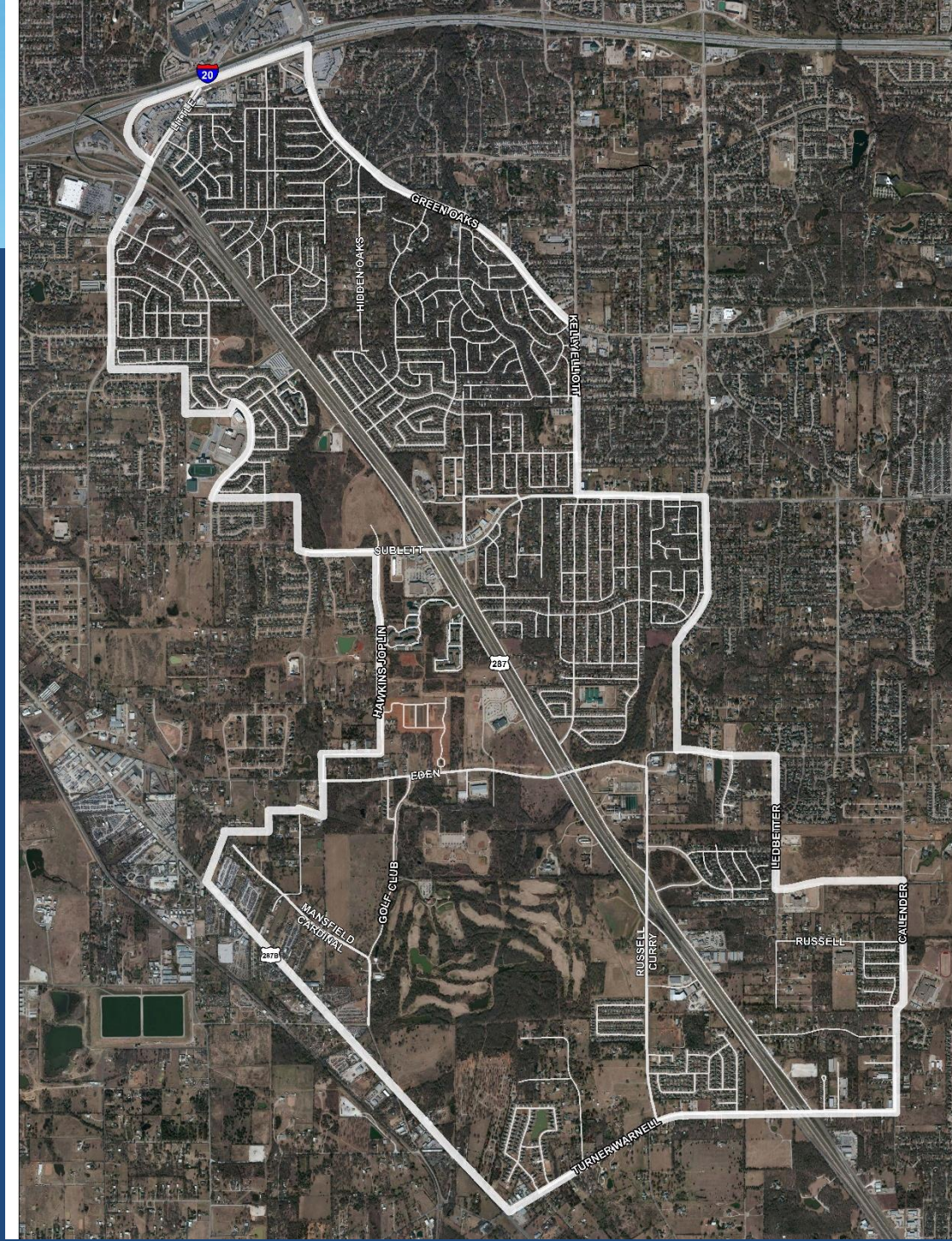
US 287 Strategic Plan

February 16, 2016

Study Area

4,328 ACRES

6.76 SQUARE MILES



Purpose



- Identify a clear vision and identity
- Analyze the area's SWOT
- Identify new development as well as redevelopment opportunities
- Build on the existing recreational amenities
- Analyze the economic impacts
- Identify opportunities for partnerships
- Identify strategies to maximize growth potential

Since the Last Public Meeting



- Charrette
- Prepared preliminary ideas
- Plan Advisory Committee meeting
- City staff review and coordination
- City manager office briefings
- Council member briefings
- Council Committee briefings



Market Analysis



Key Findings:

- Increasing home values
- School districts important
- Flex industrial/office highest demand
- Area competes with Mansfield for retail

Preliminary Recommendations



Topic Areas

1. Reinvest in Existing Development
2. Encourage Quality New Development
3. Improve Mobility
4. Create an Identity
5. Catalyst Opportunities



1. Reinvest in Existing Development

Reinvest in Existing Development



Retail Focus

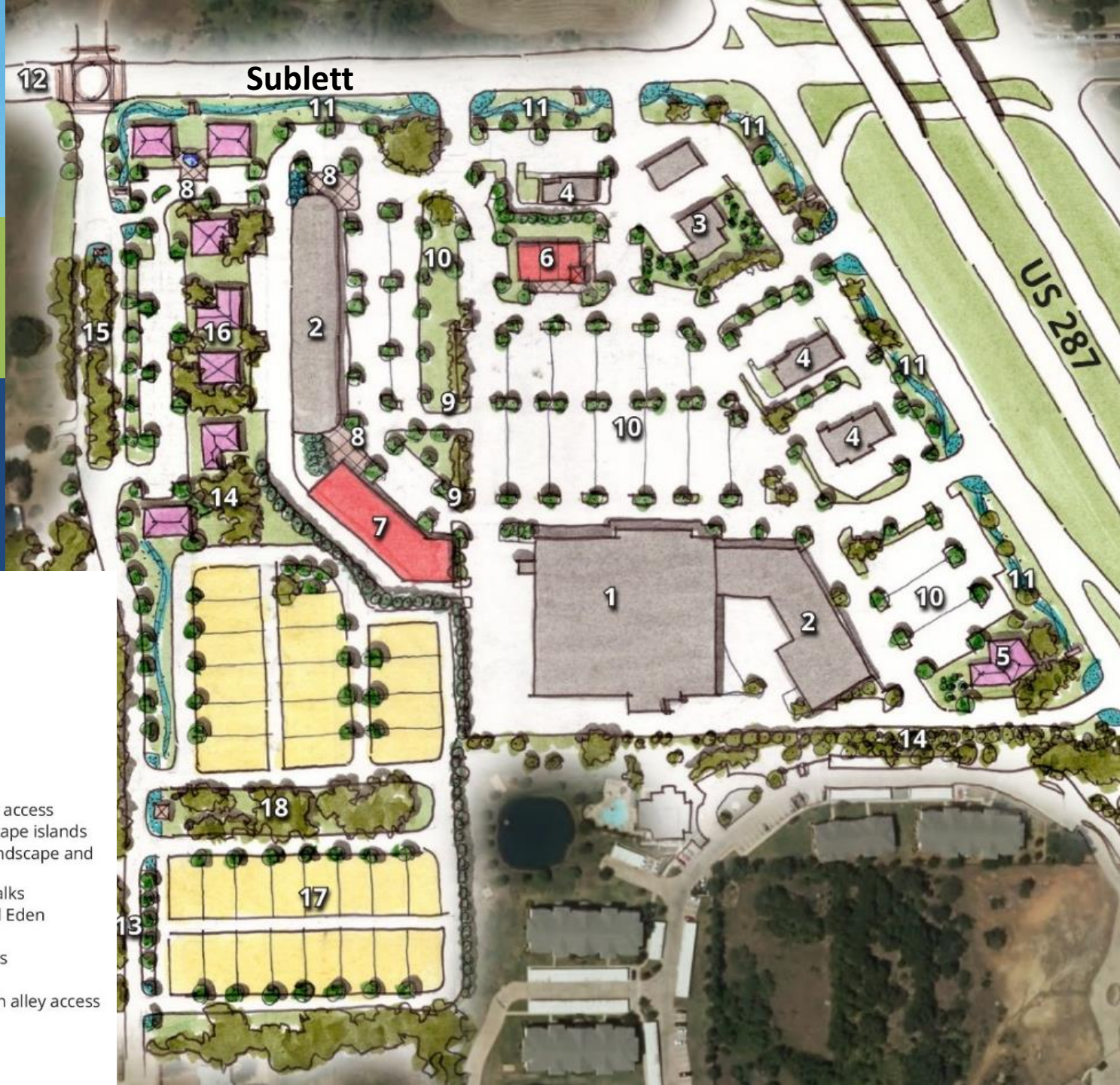
- Ensure long-term viability
- Promote high-quality design
- Approaches
 - Evaluate opportunity to offer a Matching Grant Program (façade work, interior renovations, landscaping)
 - Encourage infill development
 - Utilize Urban Design Center



Example

Retail Focus

Conceptual Example



Legend

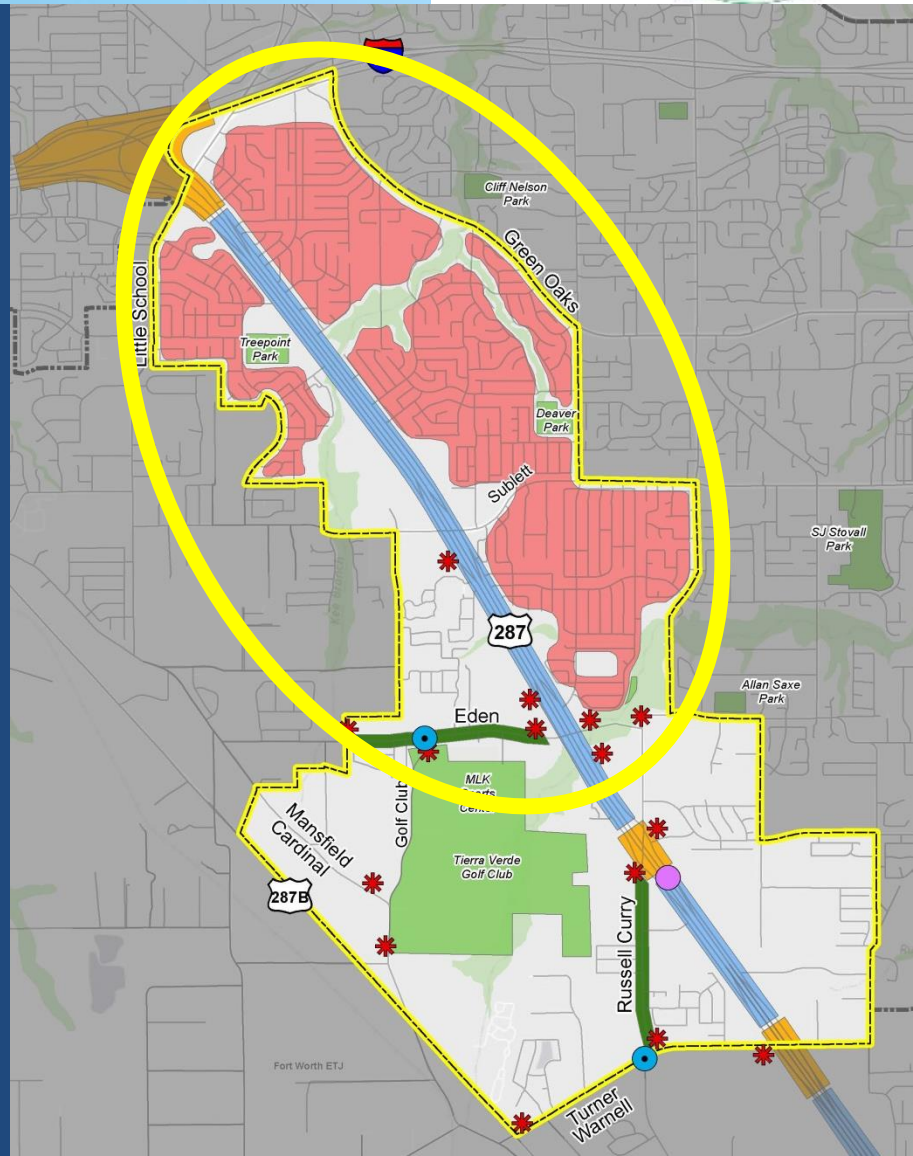
1. Existing grocery
2. Existing retail strip
3. Existing gas station
4. Existing restaurant
5. Infill professional office
6. Infill retail
7. Infill retail to connect anchors
8. Infill plazas/outdoor seating
9. New shared drive for increased site access
10. Increased tree plantings and landscape islands
11. Enhanced front yards with trees, landscape and monument signs
12. Signalized intersection with crosswalks
13. Connect Joplin between Sublett and Eden
14. Existing trees
15. Create median around existing trees
16. Professional office site
17. Zero lot line housing (40' x 100') with alley access to rear facing garage
18. Park within preserved trees

Reinvest in Existing Development



Neighborhood Focus

- Established neighborhoods aging
- Promote long-term viability
- Improve quality of life
- Protect property values
- Encourage a sense of community

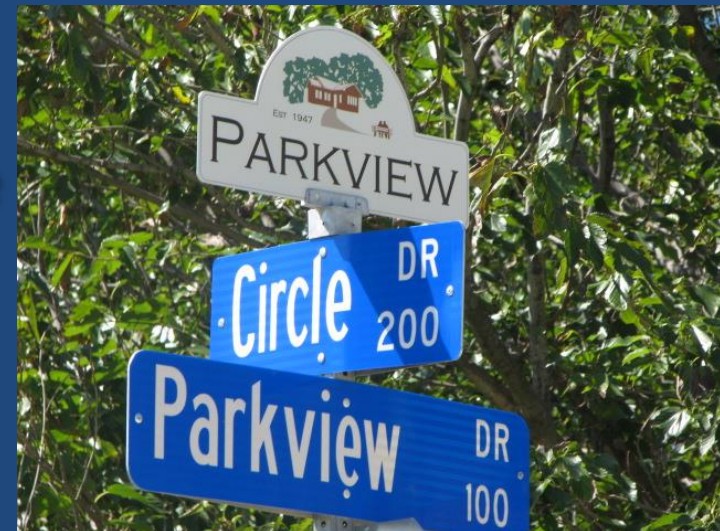


Reinvest in Existing Development



Neighborhood Focus - Solutions

- Neighborhood Program
 - Neighborhood Plan
 - Neighborhood Matching Grants
 - Neighborhood Network
- Corridor Beautification
- Arlington Home Improvement Incentive Program
- Arborist Consultation Program
- Community partnerships



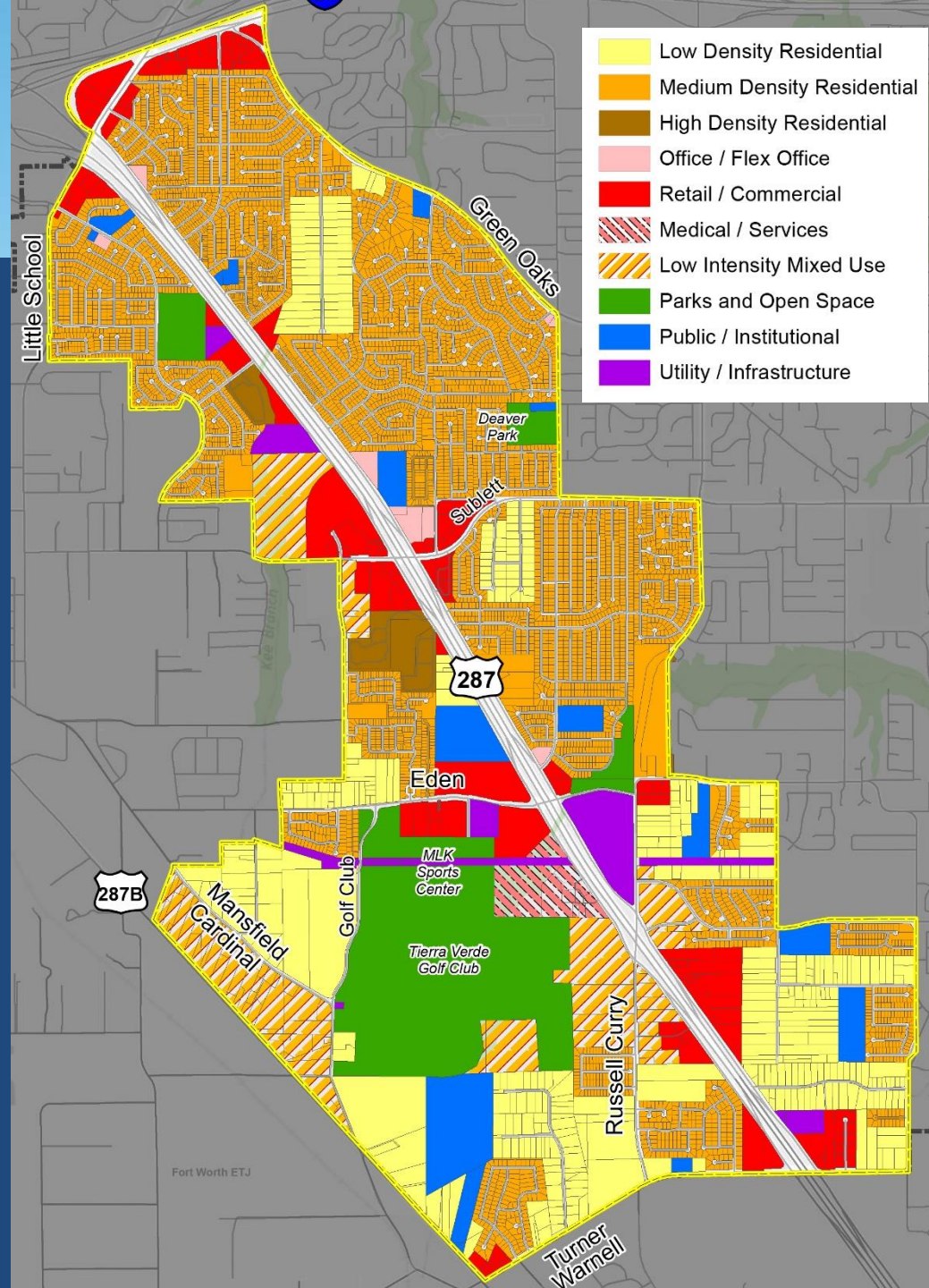


2. Encourage Quality New Development

Encourage Quality New Development

Future Land Use Plan

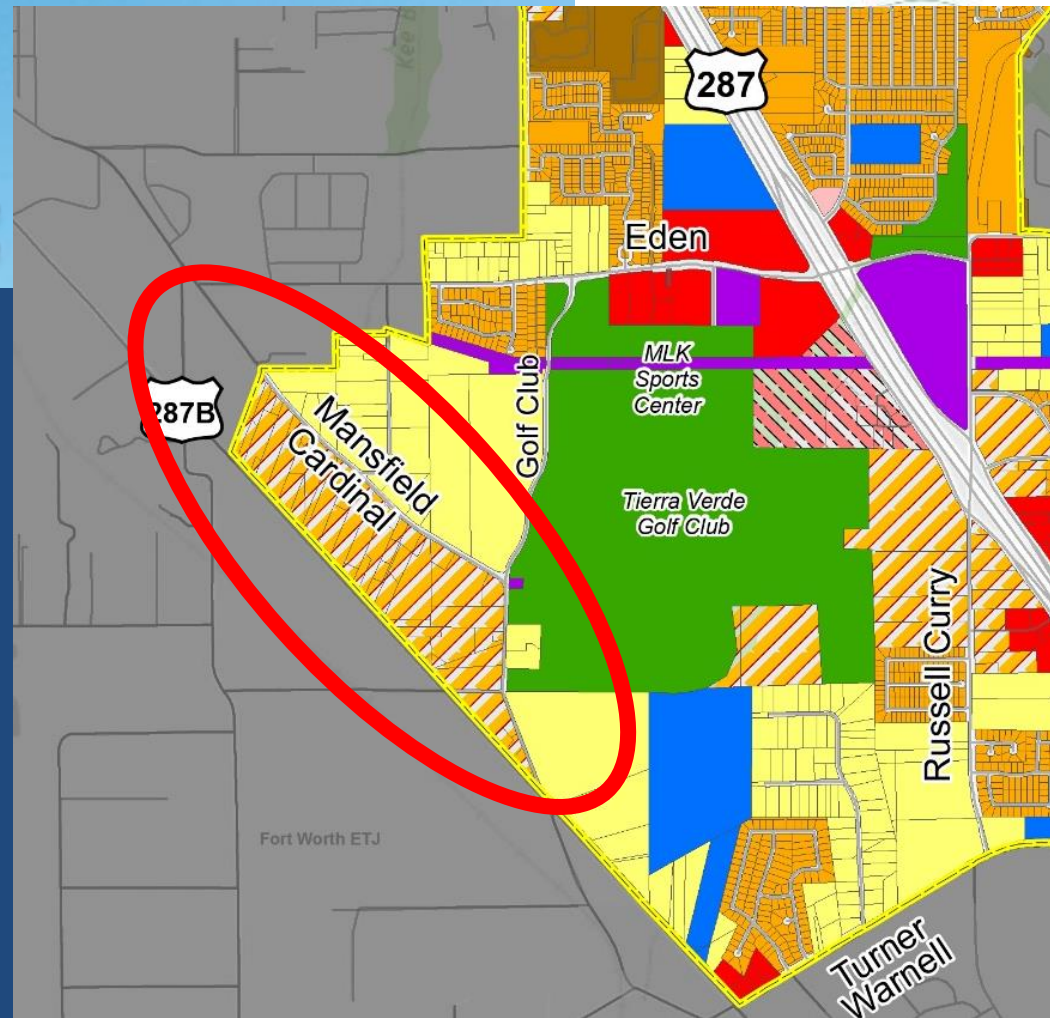
- Lower density
- Strategic commercial
- Targeted infill
- Open space
- Housing choice
- Protect existing neighborhoods



Encourage Quality New Development

Business 287 Focus

- Stakeholder concerns about salvage yards (aesthetics, impact on future development and property values)



3. Improve Mobility



Improve Mobility



820 Southeast Corridor Project

- Revisiting 2005 study
- Included in Mobility 2040 Plan
- Currently unfunded
- Top priority for RTC and SETT Partnership

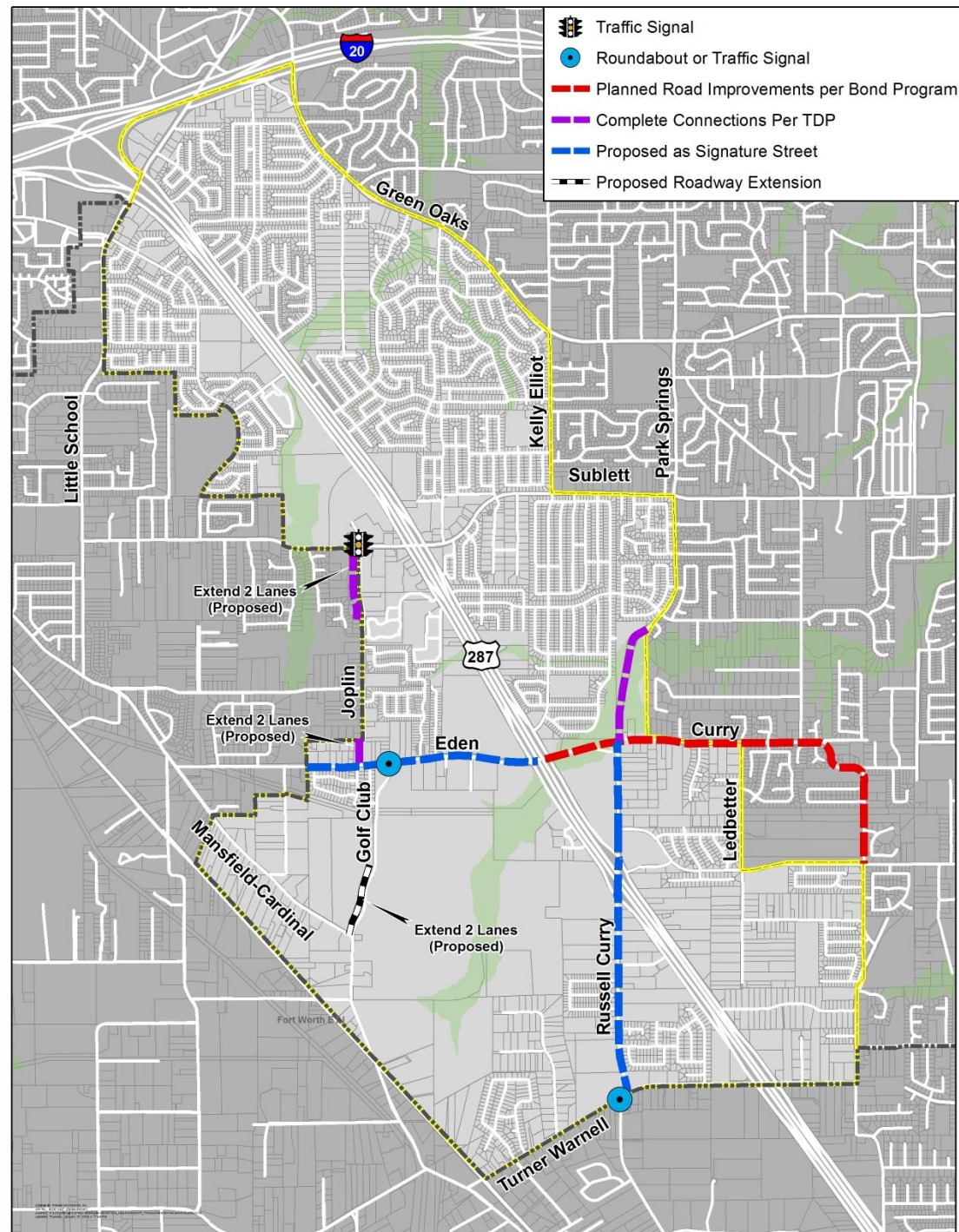
- Expanding number of general purpose lanes
- Adding reversible HOV/managed lanes
- Reconstruction of the IH 820/US 287 and IH 820/IH 20 interchanges
- New frontage roads and ramps



Improve Mobility

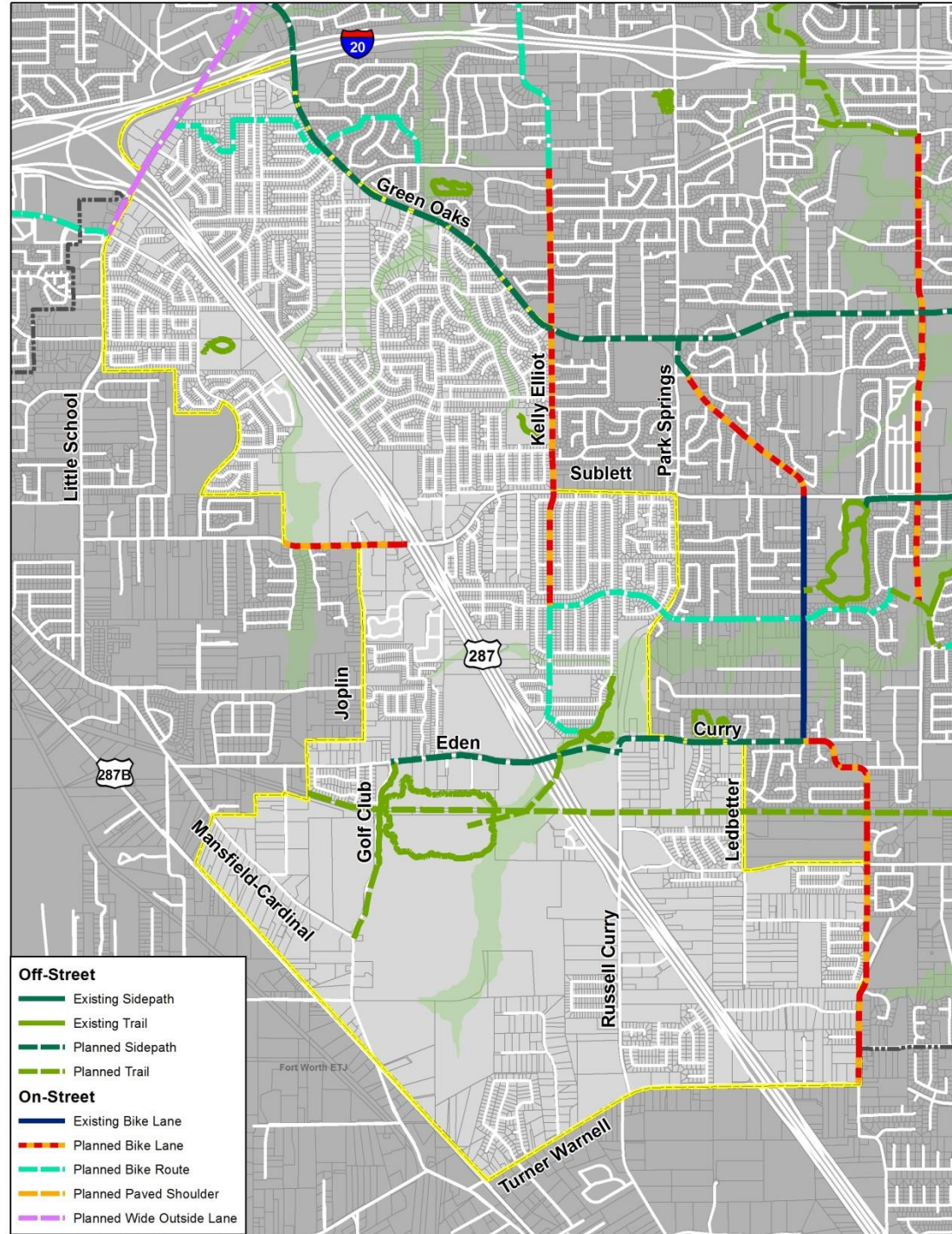
Roadway Improvements

- Eden Rd and Russell Curry Rd as Signature Streets
- Complete Joplin Rd per TDP, add signal
- Connect Russell Curry to Park Springs per TDP
- Extend Golf Club Rd
- Two roundabouts



Improve Mobility

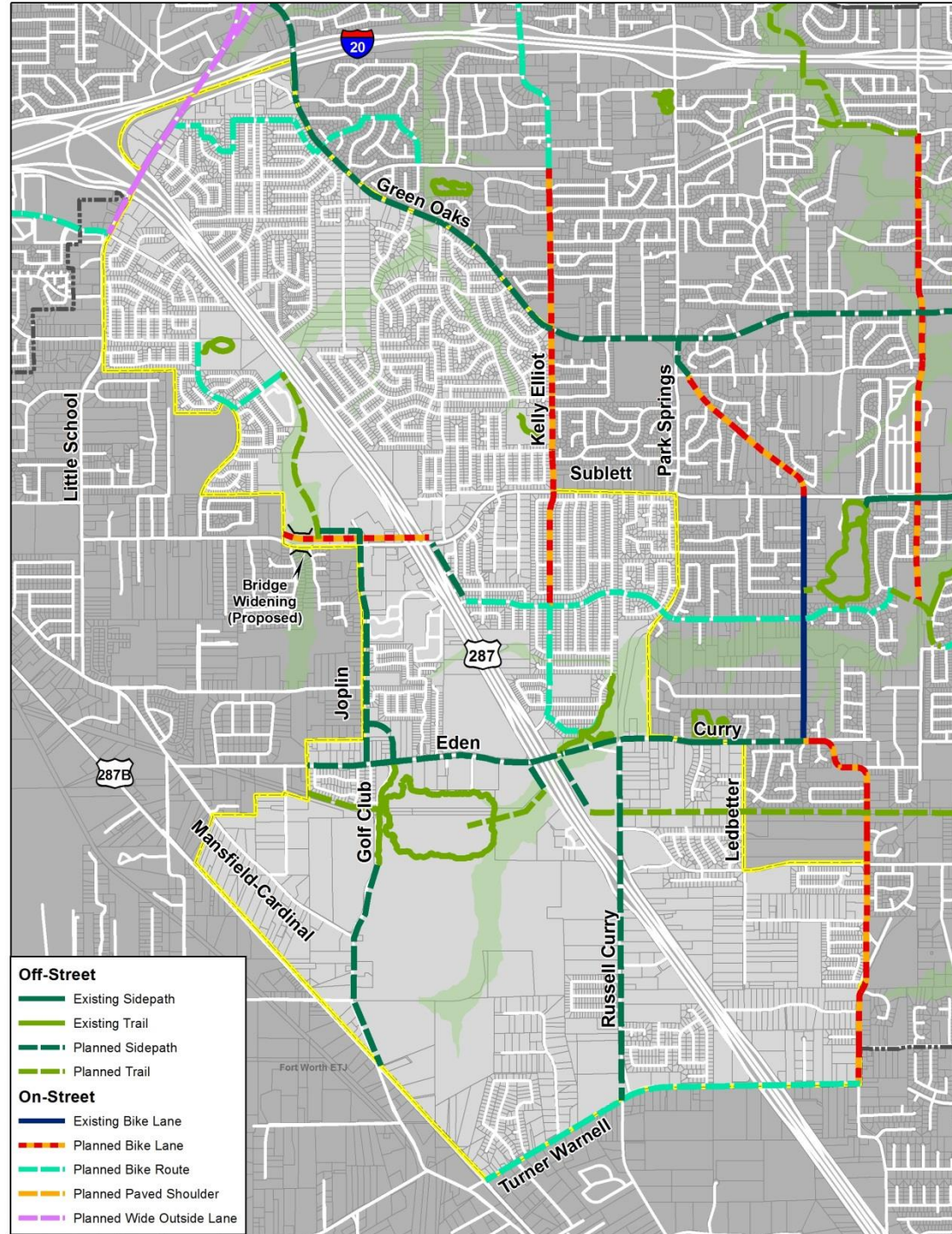
Existing Hike and Bike Plan



Improve Mobility

Proposed Hike/Bike Expansion

- Sidepaths
 - Russell Curry Rd
 - Golf Club Rd
 - US 287 crossing
 - Eden Rd
 - Sublett Rd
 - Joplin Rd
- Trail from Sublett to Treepoint Park
- Sublett bridge pedestrian connection



4. Create an Identity



Create an Identity



Promote Tierra Verde Golf Club and an Open Space and Recreation-Inspired Character

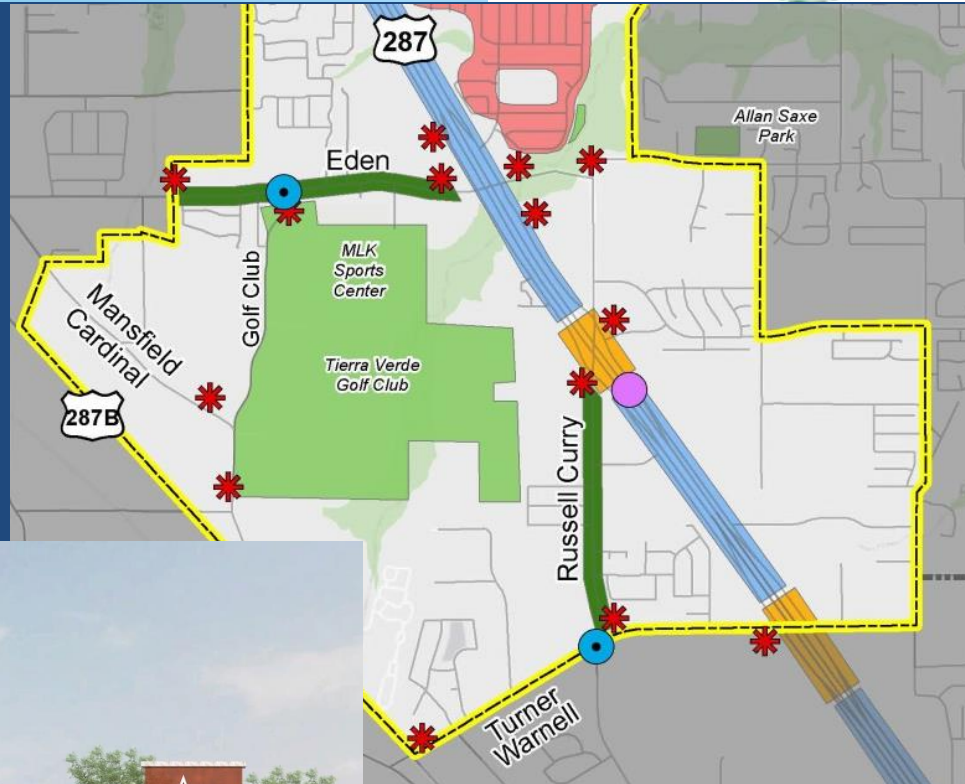


Create an Identity



Develop Regional Identity

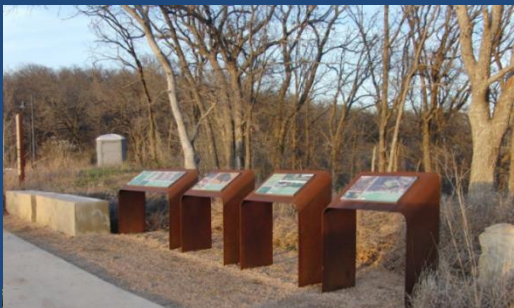
- Gateway sign and bridge treatment at Russell Curry



Create an Identity



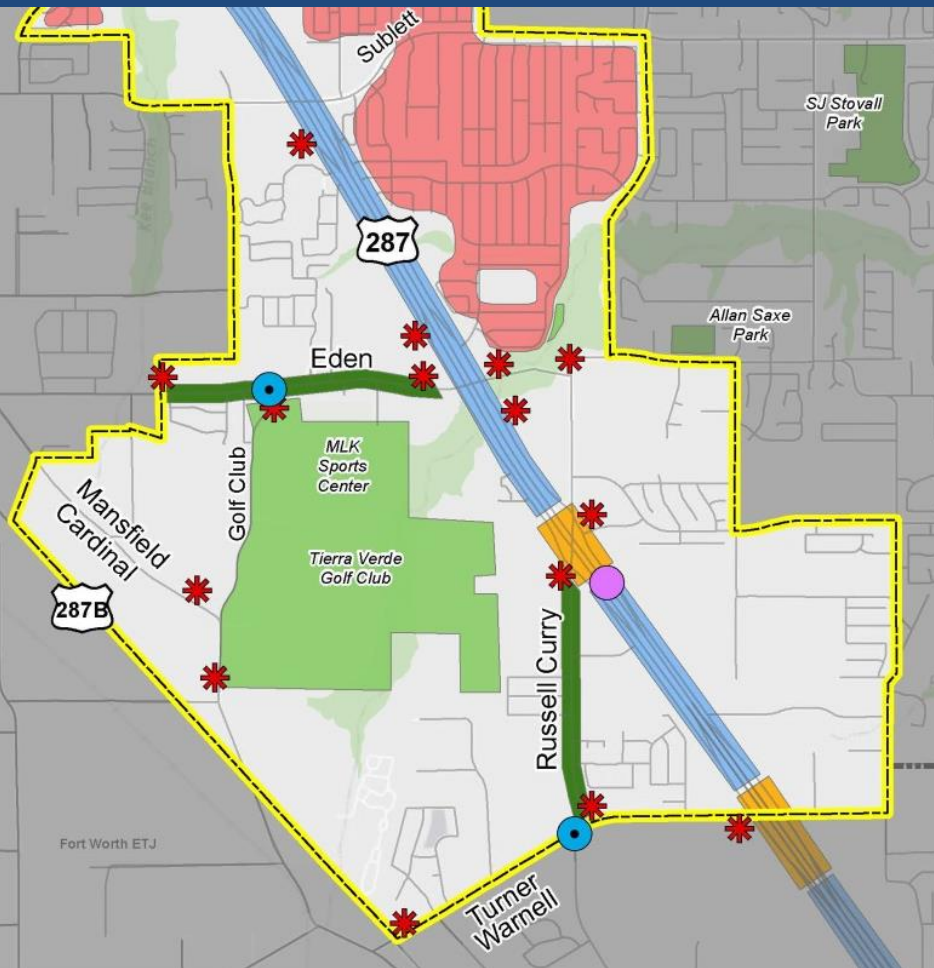
Streetscape Elements



Create an Identity



Wayfinding

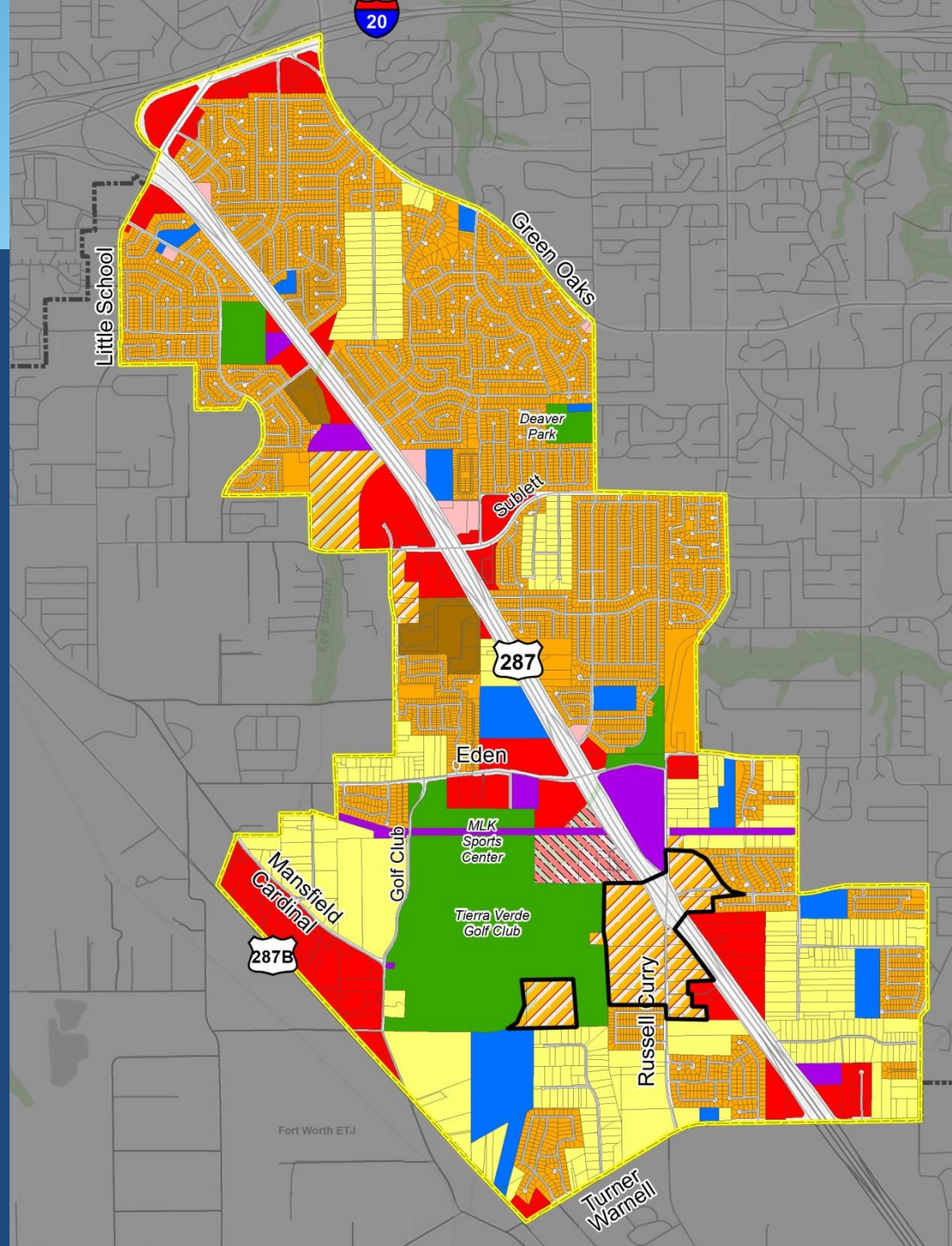




5. Catalyst Opportunities

Catalyst Opportunities

- Integrate new and competitive uses
- Horizontal mixed use
- Few major property owners



Catalyst Opportunities



US 287 CATALYST OPPORTUNITIES

Legend

1. City regional gateway sign
2. Development enhancements
3. Gateway towers
4. Preserved tree coverage
5. W Harris streetscape enhancements
6. Woodland Springs streetscape enhancements
7. Russell Curry streetscape enhancements
8. Destination retail/restaurant with outdoor plaza
9. Retail/restaurant
10. Townhomes
11. Zero lotline homes with buffer
12. Single family (80' x 130')
13. Single family (100' x 150')
14. Single family (1 acre)
15. Flex office
16. Small professional office
17. Pocket park
18. Market pavilion
19. Open air restaurant
20. Event lawn
21. Urban agriculture
22. Preserved grove
23. Pecan/peach grove buffer
24. Homestead legacy park
25. Vineyard
26. Winery/restaurant/event center
27. Realigned drainage swale
28. Covered bridges
29. Gatehouse
30. Golf cart access
31. Trails

Near-Term Phase —

Mid-Term Phase —

